Sell on Facebook & WhatsApp: A Practical Guide

Turn your phone into a small shop: pages, groups, Marketplace, WhatsApp Business and safe payments.

Set up the basics

- Create a Facebook Page for your business (not just your personal profile).
- Use a clear logo or product photo as the profile picture and a banner that shows what you sell.
- Fill in location, opening hours, phone number and a short description.
- Install WhatsApp Business: add a catalogue, a greeting message and quick replies.

Post content that sells

Post type	Example	Why it works
Product + price	Photo, size, colour, KES price, delivery area	Saves back-and-forth questions
Customer proof	Screenshot of a happy customer message (with permission)	Builds trust
Behind the scenes	Packing orders, restocking	Shows you are real and active
Short video	Product in use, 15 to 30 seconds	Video gets more reach
Offer	Weekend deal, bundle price	Gives a reason to buy now

Facebook Marketplace and groups

- List each product separately with 3 to 5 clear photos and the real price.
- Join local buy-and-sell groups for your town; read each group's rules before posting.
- Reply fast — buyers often message several sellers at once.
- Refresh old listings instead of posting duplicates.

Handle orders smoothly

- Confirm the item, size, price, delivery cost and location in one message.
- Agree on payment before dispatch; share your till or paybill number in writing.
- Send a delivery update and ask for feedback after delivery.
- Keep a simple record: date, customer, item, amount, paid / unpaid.

Payment safety

- Check that money has actually arrived in your M-Pesa statement or app before releasing goods — do not trust a forwarded or screenshot message.
- Be careful with buyers who "overpay by mistake" and ask for a refund of the difference; confirm in your own statement first.

- For pay-on-delivery, meet in public places or use a trusted rider.

A 7-day launch checklist

1. Day 1: page + WhatsApp Business ready.
2. Day 2: photograph 10 products.
3. Day 3: post 3 products and share to your status.
4. Day 4: list on Marketplace and 2 local groups.
5. Day 5: post a short video.
6. Day 6: ask 5 friends to share.
7. Day 7: review messages and sales; repeat what worked.